This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.　　(Currently amended)　An optical scanning system, comprising:

an object;

a two dimensional graphical code displayed on the object, wherein the graphical code comprises an encoded Internet address and additional information that is separate from the Internet address and that comprises a unique characteristic of the object;

scanning means for optically scanning the graphical code; and

a computer connected to the scanning means, the computer being configured to and further comprising processing means for decoding decode the scanned encoded Internet address and additional information; and automatically send the decoded additional information to the Internet address.

wherein an individual obtains data related to an item by scanning the two dimensional graphical code with the scanning means, and wherein the individual is not affiliated with an entity that created the graphical code.

2.　　(Previously amended)　The optical scanning system as in Claim 1, further comprising communications means for connecting the computer to the identified Internet address.

3.　　(Previously amended)　The optical scanning system as in Claim 1, where the communications means is a modem.

4.　　(Previously amended)　The optical scanning system as in Claim 1, where the computer further comprises memory for storing the identified Internet address into the memory of the computer.

5.   (Previously amended) The optical scanning system as in Claim 1, where the scanner further comprises memory for storing the encoded Internet address into the memory of the scanner.

6.   (Previously amended) The optical scanning system as in Claim 5, where the scanner is detachably connected to the computer.

7.   (Previously amended) The optical scanning system as in Claim 5, where the scanner is a wireless infrared scanner.

8.   (Previously amended) The optical scanning system as in Claim 1, further comprising a Web browser having a query, where the identified Internet address is inserted into the query of the Web browser.

9.   (Previously amended) The optical scanning system as in Claim 1, wherein the graphical code is displayed on an object, and wherein the object is selected from the group consisting of the item and a representation of the item.

10.   (Cancelled)

11.   (Cancelled)

12.   (Cancelled)

13.   (Previously amended) The optical scanning system as in Claim 1, where the graphical code is in the range about 2.12 to 7.06 millimeters in size.

14.   (Cancelled)

15.   (Currently amended) An optical scanning system, comprising:

an object;

a two dimensional graphical code displayed on the object, the graphical code comprising an encoded Internet address and additional information that is separate from the Internet address and that comprises a unique characteristic of the object;

scanning means for optically scanning the graphical code;

processing means for decoding the scanned encoded Internet address and additional information; and

memory for storing the decoded Internet address and additional information.; wherein an individual obtains data related to an item by scanning the two dimensional graphical code with the scanning means, and wherein the individual is not affiliated with an entity that created the graphical code.

16.   (Currently amended) A process for optically scanning graphical codes, comprising:

providing a two dimensional graphical code displayed on an object, wherein the graphical code comprises an encoded Internet address and additional information that is separate from the Internet address and that comprises a unique characteristic of the object;

an individual optically scanning the graphical code to generate optically scanned data, wherein the individual is not affiliated with an entity that created the graphical code;

decoding the scanned encoded Internet address and additional information; and

automatically sending the decoded additional information to the Internet address. transmitting the optically scanned data to a computer for processing; and processing the optically scanned data to obtain data related to an item.

17.   (Cancelled)

18.   (Previously amended) The process for optically scanning graphical codes as in Claim 16, further comprising automatically storing the identified Internet address in the memory of the computer.

19.   (Previously amended) The process for optically scanning graphical codes as in Claim 16, further comprising automatically inserting the identified Internet address into a query of a Web browser in the computer.

20.   (Cancelled)

21.   (Cancelled)

22.   (Cancelled)

23.   (Previously amended) The process for optically scanning graphical codes as in Claim 16, wherein the graphical code is displayed on an object, wherein the object comprises text having a text height, and wherein the graphical code is limited in height to the text height.

24.   (Previously amended) The process for optically scanning graphical codes as in Claim 16, where the graphical code is in the range about 2.12 to 7.06 millimeters in size.

25.   (Cancelled)

26.   (Cancelled)

27.   (Cancelled)